

Course No. 1803

Advanced Digital Marketing & Growth Strategies Training Course

DIGITAL & SOCIAL MEDIA MARKETING
SALES, MARKETING & CUSTOMER EXPERIENCE

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The Advanced Digital Marketing & Growth Strategies Training Course is an advanced professional program designed to develop the strategic, analytical, and commercial capabilities required to plan, manage, and optimize integrated digital marketing initiatives that generate measurable business growth. The course moves beyond individual digital marketing channels and focuses on building connected strategies that strengthen brand visibility, customer acquisition, engagement, conversion, retention, and revenue growth.

Modern digital marketing requires organizations to understand customer journeys, digital behaviors, market trends, competitive positioning, and the performance of multiple channels. This course provides participants with practical frameworks for developing growth-oriented digital marketing strategies that integrate search marketing, content, social media, digital advertising, email marketing, customer data, analytics, and conversion optimization.

The program emphasizes data-driven decision-making and sustainable growth. Participants will learn how to identify high-value audiences, develop customer acquisition strategies, optimize digital campaigns, manage marketing performance, improve conversion rates, allocate budgets effectively, and evaluate the commercial contribution of digital marketing activities.

The course is suitable for government entities, banks and financial institutions, oil and gas companies, industrial organizations, technology companies, professional services firms, and large corporations. It is particularly valuable for Digital Marketing Managers, Marketing Managers, Growth Managers, Brand Managers, E-Commerce Professionals, Marketing Analysts, Communications Professionals, and executives responsible for digital transformation and commercial growth.

Objectives

- By the end of the course, participants will be able to:
- Analyze digital market trends, customer behavior, competitive positioning, and emerging growth opportunities.
- Develop advanced digital marketing strategies aligned with organizational objectives and commercial priorities.
- Identify and segment high-value digital audiences according to needs, behavior, potential, and customer value.

- Design integrated customer acquisition strategies across multiple digital channels.
- Apply search marketing, content marketing, social media, email marketing, and digital advertising strategies effectively.
- Develop conversion optimization strategies to improve digital customer journeys and commercial outcomes.
- Evaluate digital marketing campaigns using relevant performance, financial, and customer metrics.
- Optimize digital marketing budgets and channel allocation based on performance and return.
- Apply customer journey analysis to identify digital engagement and conversion opportunities.
- Develop data-driven growth initiatives focused on acquisition, retention, revenue, and customer lifetime value.
- Strengthen the integration between digital marketing, sales, customer experience, and business development.
- Prepare a comprehensive digital marketing and growth strategy with measurable objectives, initiatives, budgets, and performance indicators.

Who Should Attend

This course is designed for professionals responsible for digital marketing strategy, customer acquisition, brand development, online engagement, and business growth. It is particularly suitable for Digital Marketing Managers, Marketing Managers, Growth Managers, Digital Strategy Managers, Brand Managers, E-Commerce Managers, Marketing Analysts, Content Managers, Social Media Managers, Customer Experience Professionals, and Business Development Managers.

The program is also relevant to marketing directors, communications executives, business leaders, entrepreneurs, and decision makers seeking to strengthen digital customer acquisition, improve marketing performance, increase conversion, and build sustainable digital growth. Professionals working across sales, customer experience, technology, analytics, and strategy can also benefit from the integrated nature of the program.

Learning Outcomes

- Upon completion of the course, participants will be able to:
- Develop advanced digital marketing strategies linked to organizational growth objectives.
- Analyze digital markets, competitors, customer behaviors, and emerging opportunities.
- Segment digital audiences and identify high-value customer groups.
- Design integrated customer acquisition and engagement strategies.
- Select and combine digital channels according to strategic objectives and customer journeys.
- Develop effective content and search marketing strategies.
- Plan and optimize digital advertising campaigns.
- Improve digital conversion rates through customer journey and experience optimization.
- Analyze marketing data and translate insights into commercial decisions.
- Measure customer acquisition costs, conversion, revenue contribution, and customer lifetime value.
- Optimize marketing budgets and channel performance.
- Develop retention and customer growth strategies.
- Establish digital marketing performance dashboards and reporting mechanisms.
- Build an actionable digital growth plan with priorities, resources, timelines, and measurable outcomes.

Course Outline

DAY 01

Advanced Digital Marketing Strategy & Growth Fundamentals

- Understanding the evolution of digital marketing and growth-driven marketing.
- Linking digital marketing strategy with organizational and commercial objectives.
- Analyzing digital market dynamics and customer behavior.
- Understanding the modern digital customer journey.
- Customer personas and audience segmentation.
- Competitor analysis and digital positioning.
- Identifying digital market opportunities and growth gaps.

DAY 01 — CONTINUED

- Developing digital value propositions.
- Establishing strategic digital marketing objectives.
- Selecting appropriate digital channels according to business priorities.
- Building an integrated digital marketing framework.

PRACTICAL APPLICATION

Conduct a digital marketing assessment and develop strategic growth priorities for a selected organization.

DAY 02

Customer Acquisition, Content & Search Marketing

- Principles of digital customer acquisition.
- Developing audience-focused acquisition strategies.
- Content marketing and strategic content planning.
- Developing content pillars and customer-focused messaging.
- Search behavior and digital customer intent.
- Principles of effective search marketing.
- Improving digital visibility and organic discovery.
- Developing landing pages and conversion-focused content.
- Integrating content with customer acquisition objectives.
- Lead generation and digital customer acquisition funnels.
- Measuring acquisition performance and customer acquisition costs.

PRACTICAL APPLICATION

Develop an integrated customer acquisition strategy combining content, search visibility, landing pages, and lead-generation activities.

DAY 03

Digital Advertising, Social Media & Conversion Optimization

- Principles of paid digital marketing.
- Developing digital advertising strategies.
- Audience targeting and segmentation.
- Campaign objectives and conversion goals.
- Budget allocation across digital channels.
- Social media marketing and paid social campaigns.
- Developing effective digital advertising messages and creative concepts.
- Retargeting and audience re-engagement.
- Understanding conversion funnels.
- Identifying barriers within the digital customer journey.
- Conversion rate optimization principles.

PRACTICAL APPLICATION

Design and optimize a digital marketing campaign covering audience, channels, budget, creative strategy, conversion objectives, and performance indicators.

DAY 04

Digital Analytics, Performance Measurement & Marketing Optimization

- Understanding digital marketing analytics.
- Developing meaningful digital marketing performance indicators.
- Measuring reach, engagement, traffic, leads, conversions, and revenue.
- Analyzing customer acquisition costs and return on marketing investment.
- Evaluating channel and campaign performance.
- Identifying high-performing and underperforming digital activities.
- Using customer journey data to improve marketing decisions.
- Developing digital marketing dashboards.
- Budget optimization and resource allocation.

DAY 04 — CONTINUED

- A/B testing and continuous campaign improvement.
- Data-driven marketing decision-making.

PRACTICAL APPLICATION

Analyze digital marketing performance data, identify performance gaps, and develop optimization recommendations.

DAY 05

Advanced Growth Strategy, Customer Retention & Digital Transformation

- Developing sustainable digital growth strategies.
- Integrating digital marketing with sales and business development.
- Customer retention and lifecycle marketing.
- Increasing customer lifetime value.
- Cross-selling and up-selling through digital channels.
- Developing personalized digital customer experiences.
- Marketing automation and intelligent customer engagement.
- Using customer data to identify new growth opportunities.
- Building scalable digital marketing operating models.
- Developing digital marketing governance and performance review mechanisms.
- Establishing a culture of continuous optimization and experimentation.
- Final practical workshop: Develop an integrated Advanced Digital Marketing & Growth Strategy covering market analysis, audience segmentation, customer journey, acquisition strategy, content, search marketing, social media, digital advertising, conversion optimization, analytics, budget allocation, retention, performance indicators, governance, and sustainable growth initiatives.



Register or Request More Information

Course page: <https://quest-training.com/courses/advanced-digital-marketing-growth-strategies-training-course>

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